

# USING INNOVATION AND COLLABORATION TO DEVELOP WINNING IDEAS

## CONVENIENCE RETAILING...

1. ...is faced with major threats: The major grocery chains (and QSR to a degree) are developing offers to target the convenience shopper.
2. ...is hindered by several weaknesses: The major threats to convenience retailing are compounded by premium prices, low margins, inefficient distribution in the main, and an over-reliance on cigarettes and other 'unhealthy' products.
3. ...has key advantages: Key advantages for convenience retailing lie in the demand for fuel and the vast store footprint across many retail brands, resulting in a large amount of store traffic; an element which can be leveraged for future growth.
4. ...requires change: The current convenience retailing proposition is not sustainable for future growth, with a number of changes identified as necessary so as to compete successfully and achieve sustained growth in the lead up to 2020.

## THE KEYS TO SUCCESS...

1. **...collaboration:** Both suppliers and retailers need greater horizontal and vertical collaboration across the convenience retailing industry to compete with the economies of scale and supply chain power of the major grocery chains.
2. **...innovation:** A number of convenience retailing innovations can be seen globally in a number of areas, such as new product offers, store design, as well as leveraging available technology.
3. **...differentiation:** Differentiation within and outside convenience retailing is key and can be applied to the overall proposition, product offering, store design, and technologies utilised. Convenience retailers, essentially need to develop and market a clear reason why shoppers should visit their stores rather than increasingly convenient grocery and QSR outlets.

*Source: AACS Convenience 2020 Research report*

**In 2015 the Australasian Association of Convenience Stores (AACS) celebrates 25 years** as the peak body for the convenience industry in Australia and as the drive to innovate gathers momentum, the need to focus on customer service and optimise performance of key categories has never been greater. 2014 again saw convenience in store sales grow by 4.5% and fuel volumes by 3.6% - a very credible performance in relatively tough retail conditions. But to continue to grow greater collaboration between retailers and suppliers is required, in fact is essential for mutual benefit.



**This 1 day workshop covers how to make innovation part of your DNA – and how to use innovation to exploit opportunities, solve problems and get in front of the competition. Through collaboration, we will show participants how to develop win/win ideas, all in a neutral learning environment.**

### **LEARNING OUTCOMES:**

The aim of this program is to cost-effectively deliver highly practical and easily implemented skills and strategies, that will enable participants to gain the following outcomes;

- Learn techniques for developing innovative ideas
- Learn techniques and tools for collaboration
- Apply innovation and collaboration techniques over the course of the workshop to develop a pre-existing or new idea

### **WORKSHOP DETAILS:**

**When:**

March 15th 2016, 9am – 5pm

**Where:**

Hotel Bruce County  
445 Blackburn Road  
Mount Waverley VIC 3149 Australia

**Cost:**

\$599 per person + GST. Includes meals, materials etc.

This workshop has been developed in partnership with the Australian Institute of Management.

### **FACILITATOR BIO:**

Cris Popp is a highly regarded speaker, facilitator and coach with a background across both the public and private sector. He began his career as an ABC journalist before travelling widely across Latin America, Asia and Europe. He has lived in London and Australia, and speaks Spanish.

He worked with a number of businesses before he joined a Melbourne-based Internet start-up (LookSmart) that went on to successful IPO during the dotcom era, and is currently working with a small team to launch a new biotech product.

In 2000 he returned to university to complete a thesis on innovation and then began helping clients to develop high-performance, innovative workplaces, and develop inspiring leaders. His sessions are highly interactive, engaging, creative and fun. He's worked with Melbourne Business School, AIM and his own clients to deliver some of the most effective professional development and leadership programs in Australia.

**To enrol or find out more information,  
call AACS on 03 9807 5552 or email  
[jeff@aacs.org.au](mailto:jeff@aacs.org.au)**

**AACS** 25  
AUSTRALASIAN ASSOCIATION OF CONVENIENCE STORES  
years  
1990-2015